Starting in a Clemson dorm, Tom helped create a client-focused apparel brand so strong that 20 years later, its national and international clients include FILA, Disney and Chick-fil-A. Learn how he and his team are teaching the world to “have an oobe day.”

The Erwin Center for Brand Communications and the Department of Communication Studies presents a monthly speaker series in which influential people from advertising, media, marketing and communications speak and interact with students.